

# Santa Fe

## Extends Greetings to the ESTANCIA VALLEY

The City of Santa Fe and the Estancia Valley are near neighbors and should be the best of friends.

They have been for years past, but now with the advent of a daily service on the New Mexico Central Railroad that friendship should become even closer and more enduring.

From both an economical and a geographic standpoint Santa Fe is the logical source of supply for such products as the residents of the Estancia Valley are unable to obtain in the near-by Valley towns.

It is of course impossible in the smaller towns to obtain many articles the more limited call for which makes it unprofitable for the smaller town merchants to carry in stock. Yet when these things are needed, it is a great advantage to be able to procure them from a nearby large town, rather than to be obliged to send to some city at a great distance for them.

It is for this class of business that Santa Fe firms whose advertisements appear on these pages are looking, and with the new daily train service, they will be able to supply these wants on short notice. An order received in Santa Fe by mail or telephone in the afternoon of one day can be shipped by express or parcel-post the following morning.

Read carefully each of the advertisements on these pages. There may be articles advertised by these firms which you need right now. If so, sit down and write them while it is still on your mind, stating your wants fully, and you will receive a prompt and courteous service.

### A Profitable Trip To The Capital

For those who have the time, a trip to Santa Fe once or twice a month will now become a profitable combination of business and pleasure. A change of scene now and then acts as a decided mental stimulant, and the farmer or smaller town resident of the Estancia Valley who will take his wife to Santa Fe now and they will find it time and money well spent.

Take the morning train from your home town and it will get you into Santa Fe early in the afternoon. Attend to your business here during the afternoon and in the evening take your wife to see one of the latest movies at either of Santa Fe's two beautiful picture theatres. Or if you are a member of some fraternal order, attend a lodge meeting and get acquainted with your Santa Fe members.

You can return home the following morning, or, if you can spare an extra day, there are many other places of interest in and about the Capital City that you will enjoy visiting. The State Capitol building itself, with its spacious and beautiful grounds; the wonderful old Spanish Governor's Palace, built over three hundred years ago, and now used as museum containing many relics of the romantic by-gone days; the new Art Museum with its wonderful collection of ancient and modern paintings; you should visit all of these places if you have not done so all ready.

A trip to one of the ancient Indian pueblos or the still more ancient cliff dwellings will be found a day of enjoyable and profitable entertainment. These trips can be made comfortably and at moderate price in the big touring cars.

### THE PINTO AT MOUNTAINAIR

By John P. Prowse, Jr.

Mountainair, is the Home of the "Pinto Bean," and the Pinto Bean, comes down from the dim past of the Aztec Indian-Mexican, to the ever progressive American Farmer, where the quality has been improved with careful selection, until today, it is the acknowledged peer of the celebrated "Bean Family" and Mountainair, the center of its production, holds the honor of having produced and shipped one half of the Beans raised in New Mexico.

The average production of the "Pinto Bean," in the Mountainair district is about four hundred pounds of \$4.15 per hundred, F. O. B. Mountainair, means over \$16.00 average per acre in cultivation, some farms running as high as 1000 pounds to the acre and producing an income of \$40.00 and on land that can be purchased at \$50.00 while the average production is from ground that can be purchased at \$15.00 per acre, make, for themselves, one year's production pay for the farm completely.

The bright, warm sunshine, the high altitude, and an ideal climate, with the available nitrogen in the native soil of New Mexico, all combine to render the "Pinto Bean" the

acme of perfection as a human food. Mountainair offers to the world an opportunity surpassed by no other farming community; it has an abundance of land open for filing or purchase, where the "Pinto" will thrive and will pay for your over and over each year.

The "Pinto Bean" is shipped to practically every state in the Union, affording an ever increasing market, which tends naturally for an ever increasing future price, as each territory entered remains a friend of the "Pinto," thereby always increasing its consumption and calling for a larger yield and more producers.

Come to Mountainair, investigate the possibilities, and meet the people at the "Home of the Pinto." There will always be a welcome for you.

### THE POPULAR STORE EVERY-THING THAT NAME IMPLIES

"The Popular Store," which faces the Santa Fe Plaza, seems to have no trouble in living up to its name, for its many customers invariably leave the store feeling well satisfied, both as to the quality and price of the goods they have purchased.

The proprietor of "The Popular Store," Mr. Arthur Richards, came to the United States from Rome, Sicily, and soon acquired a good command

of the English language and the ways of the American business man. Drifting West, he came to Las Vegas, New Mexico, where he went into the mercantile business, remaining in Las Vegas until six years ago, when he sold out there and moved to Santa Fe, opening his present store, which he has conducted ever since. Mr. Richards is a man of genial good nature and pleasing personality who always greets his customers with a smile, and he has a sales-force who use every effort to carry out his policy of pleasing every customer.

"The Popular Store" carries a complete line of clothing and furnishings for both men and women, also for boys and girls. A good line of dry goods and notions is also carried, as well as several well known makes of shoes, including the Roberts, Johnson and Rand shoes for men, the Crockett shoes for women and the Buster Brown shoes for boys; also Hamilton and Brown's Famous "American Lady" and "American Gentleman" shoes.

Out of town people in particular will find "The Popular Store" an agreeable place to trade.

### REPUBLICAN CONGRESSES NEITHER FORGETFUL NOR STINGY WITH EX-SOLDIERS

Washington, Dec. 29.—The Republican Congress has been neither stingy nor forgetful in its treatment of the ex-service man has been involved. Beginning with the first session of the Sixty-sixth Congress, elected in 1918, up to and including the current fiscal year, ending June 30, 1922, the Republican Congresses have appropriated approximately \$1,500,000,000 for ex-service men. The itemization is as follows:

Military and Naval family allowances	\$298,615,000
Compensation for disability or death	397,150,000
Insurance benefits	21,000,000
Administrative expenses of bureaus	53,193,900
Total War Risk Bureau	\$771,958,900
Vocational Education and Rehabilitation	\$249,000,000
Public Health Service	154,646,520
Care of Patients	124,951,520
New hospital construction	29,695,000
Bonus Allowance Act Approved Feb. 4, 1921	256,239,900
Bringing home bodies from France	31,000,000
Grand total	\$1,462,845,326

### DETECTIVE CALLS KING "SONNY," THEN SALUTES CHAUFFEUR; REWARDED

Paris, France.—Three detectives in a fast touring car were sent to the Versailles gate by prefect of police Leullier to meet king Ferdinand of Rumania when he drove in from Tours the other day.

It was quite dark when the regal automobile reached the walls of Paris but the detectives spotted it and one of them went up to the chauffeur and asked:

"Is this the king's car?"

"It is," was the reply.

"Then sonny," said the detective, tapping the driver familiarly on the shoulder, "keep your eye on this red machine ahead and don't lose sight of it. We will take you straight to the king's hotel. You are a lucky dog to be driving a king."

Then walking back a couple of steps to the window of the limousine and coming rigidly to attention, the detective saluted the occupant who returned the salute.

"You are indeed a lucky man to be driving a king," said the driver of the king's car over his shoulder to the man in the limousine. "It enables you to sit on the cushion and let the king do his own driving."

The detective saw the story in the newspaper the next day and went to the king's hotel to apologize. He returned 1000 francs richer.

### THE CORONADO HOTEL AND THE ROYAL CAFE

Mr. G. Lape Herrera, proprietor of the Coronado Hotel and the Royal Cafe, is a native of Santa Fe, and he says that the Ancient City has proved to be an entirely satisfactory place of business and residence for him so far and he expects to spend the rest of his life here.

Sixteen years ago Mr. Herrera decided to open a business for himself and opened the Coronado Hotel and Cafe on the South side of the Plaza. He has operated the Hotel continuously ever since it was opened, but three years ago he sold the cafe, which is now operated under the name of the Capital City Cafe.

About a year later, however, Mr. Herrera grew restless, and deciding to once more go into the restaurant business, he opened the Royal Cafe on West San Francisco Street. The Royal Cafe has done a thriving business ever since it opened and is particularly noted for its fine steaks, which it makes a specialty.

Mr. Herrera now has associated with him in business his son, Nick Herrera, who has charge of the bookkeeping and accounting and otherwise assists in the management of the business.

Commercial men and tourists will find the Coronado Hotel a very convenient place to stop and the Royal Cafe a good and reasonable-priced place to eat.

### THEY'RE SINGING HISTORY IN STAIR OLD HARVARD SQ.

(Milwaukee Journal)

If you happen to be strolling out Harvard-square way some morning a little later in the fall, pick up your ears and listen. Listen for the singing of male voices, singing, with the great and spirit of youth, songs of battle and defiance, melodies which stir the blood and quicken the step. Black out of the air, if you can, a fragment of the verse—this, perhaps:

"Then let us go against our foe, We'll better die than yield."

Don't say to yourself, when you hear something like that, "Oh, yes, they're practicing for the annual Battle of the Stadium; this is the time of year when The backs go tearing by, on their way to do or die." You mustn't always expect the obvious. Besides, they don't have football mass meetings in the middle of the forenoon.

What you will most likely hear will be Dr. Samuel Eliot Morison's class, History 32—singing its history lesson. Do the songs have a dangerous ring? Yes. They are incendiary songs. Some of them are shocking. You may as well know the truth. They are reckless, flaming revolutionary ballads.

### Can You Sing History?

Can you imagine an ivy-screened lecture hall at Harvard ringing with the mad-capt-jingles of revolutionists? The young bloods in Dr. Morison's history class expect soon to forget all about law and order and to revive the spiritual thrills which buoyed up the rebellious subjects of King George V. when they were risking their necks to banish his influence from America.

Dr. Morison's course covers the period in American history between 1760 and 1830. The lecturer has decided that he can best impress upon his pupils the defiant, liberty-loving spirit which animated the American colonist from the stamp tax days through the Revolutionary war by reviving the ballads which the rebels composed and sang. Dr. Morison wants his class to understand what was in the hearts of the American patriots as well as in their heads.

Students who enrolled this fall for History 32 were asked whether they would care to sing in the history class. Of some 250 who signed up for the course, more than 40 have agreed to join in the singing of the ballads. The songsters will be trained by Prof. A. T. Davison, the university choir master, who has cordially endorsed Dr. Morison's idea.

### First Aid to Imagination

"Every revolutionary period," said Dr. Morison, discussing the project, "has had its ballads. In the English Revolution of 1688 there was a popular song, ridiculing the Stuarts, which was called Lillibullero. In Bishop Burnet's history (Burnet was a contemporary) it is referred to as 'the song which sang a king out of three kingdoms.' You recall, perhaps, that Tristram Shandy was always whistling it."

"I was interested in looking up some of the jingles which went the rounds in the days of our own revolution. These verses were sung to popular English tunes of the day."

The first version of Yankee Doodle was written about 1755 by a British officer, in ridicule of the Yankees. It was sung to the tune of Lucy Locket Lost Her Pocket. The Yankees rather liked it, so they composed words of their own, and we got the version of the raw recruit riding to camp to join Washington's army. It was a famous campfire ballad at the siege of Boston. This, of course, was a droll folksong, like

some of those which the soldiers sang in the World war.

"But there were cheers which taunted the British overlords or were afire with the spirit of liberty. Most of these are less well known today. I did not know the tunes to which most of these ballads were sung. I noted the popular songs which they were sung to, then looked the music up, and tried it on my piano. Much of the music had a lilt, and was catching."

### The Singing Professor

Dr. Samuel Eliot Morison, who is about to introduce singing in his history classes at Harvard, is a relative of President-Emeritus Charles W. Eliot. He served as adviser to the American peace commission at the conference which produced the Versailles treaty. But Dr. Morison, who was a member of the section of Russian experts, like a number of other economists, resigned. He was not in sympathy with some of the steps which the politicians were taking. He did not believe in committing American support to Admiral Kolchak.

Dr. Morison is the author of The Maritime History of Massachusetts, a book which tells the story of the Merchant Marine and which has just been published.

### AVERAGE CITIZEN IS ONE BENEFITTED MOSTLY BY NEW TAX MEASURE

Washington, Dec. 28.—The American public is going to be saved at least \$835,000,000 by the operations of the new tax law which the special session of Congress passed just prior to its adjournment. Practically all of the reductions made in federal taxes by this new law represent savings to the average man. The largest item of reduction is that in transportation taxes. The new law wipes out all taxes which have been paid by passengers in the purchase of tickets and by shippers, who have paid taxes based on freight rates and parcel post rates. The passenger tax amounted to 8 per cent on every ticket bought over 42 cents in value. The freight tax amounted to 1 per cent on the face value of the freight bills. The parcel post tax was one on each 25 cents of postage. All told, these taxes took out of the pocket of the American public \$300,000,000 a year. All this will stop on January 1st. None of the taxes thus collected went into the pockets of the railroads, as it was all collected by them on behalf of the government, so that railroad revenues are not affected by the repeal of these taxes.

### Nearly 3,000 Families Benefitted

Outside of the traveling and shipping public the next largest class of people affected are the heads of families and those who have dependents. The tax law reduces the amount they are to pay by \$70,000,000. Under the old law married men or heads of families having an income of less than \$5,000 a year were allowed an exemption of \$2,000. Under the new law this exemption is increased to \$2,500. This change goes into effect on this year's income. It will affect over 2,000,000 heads of families. Under the old law heads of families, or those who had dependents, were allowed an exemption of \$200 for each dependent. Under the new law this exemption is increased to \$400. This will affect about 750,000 individuals in addition to the 2,000,000 mentioned above.

Another feature of the law which closely touches the average man is the exemption of the first \$300 of income which is derived from dividends in a building and loan association. At the average dividend rate paid by building and loan associations this will enable people to invest between \$5,000 and \$6,000 in building and loan stock and have the income free from federal taxes. There are at present about 5,000,000 members in 9,000 building and loan associations that will be affected by this provision. It is anticipated that this provision will also encourage people to invest in building and loan stock. If so, that, in turn, will furnish stimulus to the building of more homes and houses and relieve the rent situation in city districts.

### Buying Public Relieved

All taxes on wearing apparel, shoes, etc., are repealed under the new law. Although the new law did not repeal the "luxury" tax on household furniture, trunks and other manufactured goods, it did not shift the tax from the consumer to the manufacturer. Under the old law the consumer paid the tax on the basis of the retail price. This retail price, of course, represented all of the various profits made by the manufacturer and middlemen. Under the new law the tax is paid on the basis of the manufacturer's cost. Although in the aggregate this tax amounts to quite a bit, as a rule it is so small in each individual case that the manufacturer pays it without passing it on.

The public is also relieved of the taxes which have been paid on toilet snaps, powders, etc. This tax amounted to one cent on every 25 cents' worth of perfumery, cosmetics, toilet articles, proprietary (patent) medicines, dental supplies, etc., etc.

The tax upon soft drinks and ice cream is also repealed. The public gains more by the repeal of these taxes than the government loses, for it was admitted that although these taxes were collected of the public, a very small per cent of them were ever turned over to the government because of the inability to establish a system for checking up and enforcing their payment.

### HER MASTER'S VOICE

(The Pittsburgh Chronicle Telegraph) Mrs. Twaddle was in a state of excitement when the new music box arrived. She had the instrument placed in the room with her pet parrot.

The bird was a particularly sagacious specimen of its kind, and to test it she placed on the machine a record that she had especially made—"Rocked in the Cradle of the Deep," as sung by Mr. Twaddle in his approved drawing room manner.

At the very first note Polly opened her eyes in surprise and then flew to her perch, where she rocked herself to and fro in speechless and deep astonishment while the machine ground out the rest of the tune. "There, Polly," asked Mrs. Twaddle, when the song had come to an end, "what do you think of that?" "Holy smokes!" shrieked the bird, with her head on one side, and winking wickedly. "We've got the old man boxed up this time, all right."



WHEN YOU BUY A WATCH, the most important thing is to know you can get satisfactory service if needed.

—Gold-Filled Wrist-Watches—  
specially priced from \$10.00 up.

ESTANCIA VALLEY RESIDENTS ARE ESPECIALLY INVITED TO VISIT OUR WORK SHOPS

ALL MAIL ORDERS FOR EITHER NEW GOODS OR REPAIR WORK PROMPTLY AND NEATLY EXECUTED

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We wish to extend to all our friends and customers our thanks and appreciation for their business during the past year, and to assure them that we will continue to serve them to the best of our ability during the year to come.

We shall endeavor during 1922 to carry an even larger and more complete line of merchandise than in the past.

We extend to you all our Hearty Greetings For—

A VERY PROSPEROUS

and

HAPPY NEW YEAR

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### A FEW SUGGESTION THAT WILL HELP MAKE 1922 A BRIGHT NEW YEAR

IN LEATHER JEWELRY  
Writing Sets  
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